Understood.org Transfer Strategy

Kevin Hager | Managing Director, Understood

Powered by National Center for Learning Disabilities
In collaboration with 14 founding nonprofit partners
The Challenge

1 in 5 kids have brain-based learning and attention issues. They often go unsupported and about half go undiagnosed. Although as smart as their peers, they have much lower graduation rates and about twice the rate of unemployment and incarceration.

Understood’s Theory of Change:

**What we believe:**
An informed and confident parent can enable a child with learning and attention issues to thrive in school and in life.

**Our intended impact:**
Clear the path to confidence for parents so they have the information and resources they need to be capable, confident and less stressed as they support their children.
Our Solution & Results

Supporting millions of families by helping parents help their kids

- 3,500+ personalized resources
- 5 state-of-the-art tools
- Public and private communities
- Donated national ad campaigns
- 2 million+ people each month
- Parents feel less stressed and more confident
Understood’s Emerging Replication Strategy

The How:

**GLOBAL & LOCAL CHAMPIONS**
- Funding
- Relationships

**UNDERSTOOD**
- Unifying principles
- Expertise
- Research
- Best practices
- Content
- Ongoing consultation

**LOCAL PARTNER**
- Legal landscape expertise and management
- Content localization
- Coalition management
- Organizational and technical infrastructure capacity

The Where:

**Countries already using Understood**
- United Kingdom
- Canada
- Spain
- Argentina
- Columbia
- India
- Australia
- Mexico
How you can help

● What potential key partners and stakeholders do you know in your country who might be interested in partnering?

● How do you feel about our replication strategy and our list of potential transfer countries? What suggestions do you have?

● How can you help Understood create and foster a global conversation around learning and attention issues?
THANK YOU

Kevin Hager
Managing Director,
*Understood*
Vice President & Chief Digital Officer,
*National Center for Learning Disabilities*

khager@understood.org
Understood.org